



# EABC Weekly Update



## Esteemed Member,

The East African Business Council (EABC) is pleased to share this weekly update, highlighting member-centric initiatives undertaken, upcoming activities and opportunities for your engagement.

We wish you a blessed Eid al-Fitr. May this special occasion bring peace, joy, and prosperity to you and your family.

## High Level Engagements



#### **4th MARKUP II Regional Steering Committee Meeting**

The East African Business Council (EABC) participated in the 4th MARKUP II Regional Steering Committee Meeting, held from 17<sup>th</sup> - 19<sup>th</sup> March 2026 in Bujumbura, Burundi. The meeting reviewed the Year II annual report and approved the Year III work plan.

The European Union (EU) - East African Community (EAC) MARKUP II Programme is funded by the EU and aims to enhance economic development in the EAC through sustainable intra-African and EU - Africa trade. The programme targets key value chains, including avocado, cocoa, coffee, essential oils, French beans, gum Arabic, horticulture, leather, packaging, spices, and tea.

In his opening remarks during the meeting, Mr. Ahmed Farah, EABC Executive Director appreciated the European Union (EU) and the International Trade Centre (ITC) for partnering with EABC under MARKUP II and successfully championed the following activities:

- Sensitization workshops on national and regional trade information portals
- EAC Quality Awards
- Capacity building for youth and women on AfCFTA
- Regional Leather Sector Development Meeting
- SheTrades Capacity-building workshop
- Webinars on the EAC Quality for Trade Platform
- Exhibition of leather companies, launch of the Non-Tariff Measures Assessment Tool, and SMEs Export Gateway during the East African Business and Investment Summit, held on 24<sup>th</sup>–25<sup>th</sup> February 2026 in Nairobi, Kenya

The 4th MARKUP II Regional Steering Committee Meeting was preceded by field visits to key beneficiaries in Burundi, including the Institute of Agricultural Sciences of Burundi (ISABU), the Burundi Bureau of Standards, ODECA, and the Burundi Tea Office (OTB).

**Key Interventions in Year III of the MARKUP II Programme include:**

- Co-organize exhibitions and curated market days to connect EAC businesses with EU markets
- Co-organize the EAC Leather Strategy (mid-term) review meeting
- Conduct capacity-building workshops on quality and food safety for MSMEs
- Packaging study and promote regional local content guidelines



Ms. Angela Becaty, Regional Programme Coordinator (MARKUP II), Office for Africa (left), Mr. Ahmed Farah, Executive Director of EABC (centre), and Mr. Jose-Luis Gonzalez, Programme Officer – Regional Economic Integration, Trade Facilitation and Digitalisation, Delegation of the European Union to Tanzania & EAC (right), held talks on areas of partnership to strengthen regional integration within the EAC, enhance EAC–EU trade and investment ties, and deepening collaboration in the MARKUP II Project.



### **EU-EAC MARKUP II Supports Coffee Farmers Cooperative in Burundi (COCOCA)**

COCOCA (est. 2012, Bujumbura) exports green and roasted coffee to Belgium, Germany, France, and Japan, with over 75% exported (1,493 MT valued at USD 7.7 million).

**MARKUP II Support:** Trade fairs (World of Coffee 2025) and training on EU Deforestation Regulation (EUDR) and Specialty Coffee Association (SCA) roasting skills.

**Results:** Enhanced skills and best practices from SCA and Coffee Quality Institute (CQI), stronger market linkages, and access to new export markets. [Watch Video](#)



Arusha, Tanzania, 19th March 2026:- The East African Business Council (EABC) hosted students from the Chicago University Law School for an interactive session on the role of the private sector in promoting regional integration within the East African Community. The discussions focused on EABC's role on the ongoing initiatives aimed at deepening and widening economic integration in the EAC and beyond. [Read More](#)



Mr. Ahmed Farah, EABC Executive Director, held discussions with Mr. Denis Nshimirimana, Secretary General of the Federal Chamber of Commerce and Industry of Burundi (CFCIB), alongside the 4th Regional Steering Committee of the MARKUP II Programme. The discussions focused on supporting Burundian businesses to export more, source from within the EAC, and access AfCFTA markets.

## Public - Private Dialogues



A delegation from the Tanzania Revenue Authority (TRA) paid a courtesy visit to the East African Business Council (EABC) to gain insights into regional private sector proposals regarding the review of the revenue and administrative implications of Tanzania's participation in the African Continental Free Trade Area (AfCFTA).



### **EABC Meeting with Afreximbank on Pan African Payment & Settlement System and Africa Trade Gateway**

The East African Business Council (EABC) held a meeting with Afreximbank to explore collaboration on the **Pan African Payment & Settlement System (PAPSS)**, focusing on the **African Currency Marketplace**, which enables businesses to move large funds seamlessly in local currencies without converting to hard currency. PAPSS is a centralized payment and settlement infrastructure supporting intra-African trade and economic integration.

The discussions also covered Afreximbank's **Africa Trade Gateway (ATG)**, a digital trade ecosystem that allows registered users, participants, and sponsors to conduct end-to-end trading. Key features include **seller-buyer matching, verified trading partners, access to investment opportunities, trade financing, market information, and regulatory guidance.**

#### **Member Benefits:**

- EABC will advocate for all EAC Partner States to join PAPSS and sensitize EAC businesses on its benefits.

- EABC will support EAC businesses to enroll in the Africa Trade Gateway.



### **EABC at High-Level Roundtable on Regional Circularity and Waste Management**

Arusha, Tanzania: The East African Business Council (EABC) participated in a high-level roundtable on regional circularity and waste management under the theme “*Harnessing Policy, Innovation, and Digital Collaboration for a Circular East Africa.*” The event brought together policymakers, private sector leaders, development partners, and circular economy practitioners to address escalating waste challenges and identify opportunities for green growth, investment, and job creation.

Conveners and Partners: GSMA, TakaTaka Ni Mali, Tanzania Recyclers Association, Tanzania Circular Economy Alliance, UNDP Kenya, UNDP Tanzania, Taka Ni Ajira, PETRO, YoWaste, in partnership with the EAC Secretariat.

### **Highlights of Discussions:**

- EABC will establish the East African Circular Economy Platform to foster cross-sector dialogue among producers, governments, civil society, academia, and other stakeholders.
- Strategic investment in modern waste management, waste-to-energy solutions, and formalization of informal waste workers can generate business opportunities, employment, and social impact.
- Harmonized regional policies, digital tracking platforms, and integrated frameworks are essential to boost trade in recyclables and support sustainable business models.

#### Next Steps for Members:

- EABC will engage members in initiatives under the Circular Economy Platform.
- Members will have opportunities to participate in pilot programs, investment projects, and sectoral collaborations in waste management and recycling.

## Upcoming Activities | Events & Opportunities 2026



### CAPACITY BUILDING WORKSHOP ON EXPORT OF SERVICES

#### Save the Date

1. 26<sup>th</sup> -27<sup>th</sup> March 2026 -Dar es Salaam
2. 1<sup>st</sup> - 2<sup>nd</sup> April 2026-Nairobi-Kenya



The EABC Secretariat, in collaboration with GIZ under the EU - Leveraging Integration Frameworks for Trade in Services and Civil Society Organizations in the EAC (LIFTED) Project, is organizing a Capacity Building Workshop on Export of Services:

- 26th–27th March 2026– Dar es Salaam, Tanzania
- 1st–2nd April 2026 – Nairobi, Kenya

[Register participation here](#)





## EU-EAC MARKUP II

### High-Level Regional Workshop on the EUDR

Be part of the regional conversation on EUDR compliance, trade readiness and coordinated action in East Africa.

**Tues, 31<sup>st</sup> March 2026**  
11:00 AM EAT  
10:00 AM CAT



## CASHEW MASTER TRAINING PROGRAMME (MTP)

### CALL FOR APPLICATION

For Only  
**EAST AFRICA**

EDITION 21

Start Date: 16<sup>th</sup> March 2026  
Closing: 16<sup>th</sup> April 2026

**APPLY**

at [mtp.cashewknowledgehub.com](http://mtp.cashewknowledgehub.com)

[mtp@africancashewalliance.com](mailto:mtp@africancashewalliance.com)  
+233 302 704 951



## Regional EU-EAC MARKUP II webinar to understand the EU Deforestation Regulation & EAC Trade

**Date:** 31<sup>st</sup> March 2026

**Time:** 11:00 EAT

*Learn how EUDR will impact Leather coffee & cocoa exports and how businesses can prepare.*

[Register Here](#)

The African Cashew Alliance (ACA) has opened online applications for Edition 21 of the Cashew Master Training Programme (MTP), exclusively for participants from East Africa.

Interested candidates can visit [website](#) to learn more about the MTP, review the terms and conditions and submit their applications.

Applicants should note that successfully completing at least two online cashew or agribusiness courses on the **E-MOVE platform** is a **pre-requisite** for applying for the MTP. Candidates are therefore encouraged to take courses on **E-MOVE**



**Energy Access Investment Forum (EAIF 2026)** will take place on **21–24 April 2026 in Nairobi, Kenya.**

The forum brings together investors, industry leaders, and policymakers to unlock partnerships and investment opportunities in renewable energy. The event is organised by ARE and supported by GET.invest, a European programme that mobilises investment in renewable energy, backed by the European Union, Germany, Norway, the Netherlands, Sweden, and Austria. **Register via Event Website.**

No.	Event	Location	Date
1	Case Study and Baseline on Trading Cereals and Horticulture under the EAC Simplified Trade Regime	Kobero-Kabanga OSBP; Namanga OSBP; Holili/Taveta OSBP	23 March 2026
2	4th Kenya International Investment Conference <a href="#">Register via Event Website</a> RSVP: <a href="mailto:info@investkenya.go.ke">info@investkenya.go.ke</a>	Nairobi, Kenya	25 March 2026
3	Capacity Building Workshop on Export of Services	Dar es Salaam, Tanzania	26–27 March 2026
4	Capacity Building Workshop on Export of Services Register	Nairobi, Kenya	1–2 April 2026
5	EABC-AfDB Case Study & Guided Trade Initiative for Exporting Textiles, Edible Oils, and Leather to TFTA/AfCFTA Markets	Burundi, Kenya, Rwanda, Uganda,	13 April 2026

		Tanzania, South Sudan	
6	Public-Private Dialogue on NTBs for Youth Cross-Border Traders (Cereals & Horticulture)	Kobero-Kabanga OSBP Katuna Gatuna OSBP Nimule/Elegu OSBP	April–July 2026
7	EABC AfDB Capacity Building/ Business Clinics on AfCFTA (Textiles, Edible Oils, Leather)	Burundi, Kenya, Rwanda, Uganda, Tanzania, South Sudan	May 2026
8	Webinar on EAC Pre-Budget 2026/2027	Virtual	21 May 2026
9	EAC Post-Budget 2026/2027 Webinar	Virtual	15th July 2026
10	The World Meets in Giessen 2026 – 4th International Networking B2B Conference Organized by IHK Giessen-Friedberg Register: <a href="https://www.ihk.de/giessen-friedberg/service/english2016/the-world-meets-in-giessen2/the-world-meets-in-giessen-2026-6757954">https://www.ihk.de/giessen-friedberg/service/english2016/the-world-meets-in-giessen2/the-world-meets-in-giessen-2026-6757954</a> RSVP: <a href="mailto:info@eabc-online.com">info@eabc-online.com</a>	Giessen, Germany	8–10 June 2026
11	Public-Private Dialogue on Trade in Services with Regulators	Kampala, Uganda	17 July 2026
12	Study and Consultations on EAC Circular Economy Platform	All EAC Partner States	August 2026
13	EABC East Africa CEO & Investment Forum	TBC	September 2026

## Take Part in Survey on Transport and Logistics

**We invite you to take part in the surveys on transport and logistics in the region. Please complete the survey relevant to your sector.**

[Air freight logistics Survey](#)

[Border Operations and OSBP Actors Survey](#)

[Container Freight Stations \(CFS\) Operators – Survey](#)

[Clearing And Forwarding Agents Survey](#)

[Empty Container Depots Operators Survey](#)

[Government Agencies Survey](#)

[Pipeline, Fuel and Gas Operators Survey](#)

[Shippers survey](#)

[Shipping Lines and Ship Agents Survey](#)

[Transport Operators/Logistics Firms Survey](#)

## Eid Wishes



The image is a vertical greeting card for Eid Al-Fitr. It features a light beige background with a subtle geometric pattern. On the left side, there are three ornate golden lanterns hanging from chains, and a large, glowing golden crescent moon at the bottom. In the center, the EABC logo is displayed, which consists of a circular emblem with a red and green design, surrounded by the text 'EABC' and 'The Voice of the Private Sector in East Africa'. To the right of the logo, the title 'Eid Al-Fitr' is written in a large, bold, black serif font. Below the title, a paragraph of text reads: 'EABC Governing Council and Secretariat, Wishing you and your family a blessed Eid al-Fitr filled with joy, peace, and abundant blessings. May it be a memorable and blessed celebration for all!'. At the bottom of this section, there are social media icons for Instagram, Facebook, LinkedIn, X, and YouTube, followed by the handle '@eabcjumiya'.

  
The Voice of the Private Sector  
in East Africa

# Eid Al-Fitr

EABC Governing Council and Secretariat, Wishing you and your family a blessed Eid al-Fitr filled with joy, peace, and abundant blessings. May it be a memorable and blessed celebration for all!

 @eabcjumiya

EABC wishes you a blessed Eid al-Fitr. May this special occasion bring peace, joy, and prosperity to you and your family.

**East African Business Council (EABC)**

Ninth Floor, Mafao House | Old Moshi Road | Arusha | Tanzania

P. O. Box 2617 | Tel: +255 27 2520162/3

Email: [info@eabc-online.com](mailto:info@eabc-online.com) | Website: [www.eabc-online.com](http://www.eabc-online.com)

**EABC - The Voice of the Private Sector in East Africa**

